

Message Text

UNCLASSIFIED

PAGE 01 BOGOTA 03528 141704Z
ACTION ARA-14

INFO OCT-01 EB-08 ISO-00 /023 W
-----015432 150714Z /10

R 141340Z APR 78
FM AMEMBASSY BOGOTA
TO USDOC WASHDC
INFO SECSTATE WASHDC 7479
AMEMBASSY SANTIAGO
AMEMBASSY MEXICO
AMEMBASSY LIMA
AMCONSUL MONTERREY

UNCLAS BOGOTA 3528

E.O. 11652: NA
TAGS: BEXP, CO
SUBJECT: EXPORT PROMOTION: MACHINE TOOL CATALOG VTR SHOW

REF: (A) 77 BOGOTA 6285; (B) 77 BOGOTA A-107

1. OF CATALOGS SO FAR RECEIVED BY POST FOR SHOW, MANY AMOUNT TO NO MORE THAN A FLYER OF ONE OR TWO PAGES, AND PRESENT A POOR SHOWING TO A CRITICAL AUDIENCE. REFTELS SUMMARIZED RESULTS OF LAST YEAR'S PRINTING AND GRAPHIC ARTS CATALOG EXHIBITON, AND BOTH INDICATED QUOTE COMMERCE SHOULD INSTRUCT PARTICIPANTS NOT TO SEND ONE SHEET OF LITERATURE IN PLACE OF A COMPREHENSIVE CATALOG. EMBASSY PERSONNEL MANNING THE EXHIBITON HEARD ADVERSE COMMENTS FROM VISITORS OF THE SOMEWHAT POOR PRESENTATION BY SOME COMPANIES UNQUOTE.

2. IN POST'S OPINION, PRESENTATION OF FOLLOWING COMPANIES WOULD BE SIGNIFICANTLY IMPROVED WITH MORE MATERIALS AND A COMPANY EING BINDER OR SIMILAR FOLDER; PACIFIC ROLLER DIE, MOREY, VULCAN, WHITNEY, ARVEY, HOBART, AND MINSTER; FOLLOWING COMPANIES HAVE ENOUGH MATERIAL BUT COULD USE A COMPANY RING BINDER OR
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FOLDER: FEDERAL, CONE-BLANCHARD, WHISTLER AND BULLARD ARE ACCEPTABLE ON BOTH COUNTS. PLEASE REQUEST COMPANIES TO SEND ENOUGH MATERIALS TO MAKE THEIR PARTICIPATION WORTH WHILE. A SKIMPY PRESENTATION IS LIKELY TO LEAD TO SKIMPY ORDERS.

3. REFTELS ALSO REQUESTED COMPANY ZJEGYUO, BUT WE ASSUME IT IS ALREAD

Y TOO LATE TO DO
ANYTHING ABOUT FOR CURRENT SHOW.
ASENCIO

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
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Draft Date: 14 apr 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Drafter: n/a
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Format: TEL
From: BOGOTA
Handling Restrictions: n/a
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ISecure: 1
Legacy Key: link1978/newtext/t19780458/aaaabwxr.tel
Line Count: 65
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Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 6554a1b0-c288-dd11-92da-001cc4696bcc
Office: ACTION ARA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
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Subject: EXPORT PROMOTION: MACHINE TOOL CATALOG VTR SHOW
TAGS: BEXP, CO
To: COM
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/6554a1b0-c288-dd11-92da-001cc4696bcc
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